

William Caton

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From: Marlene Dortch
Sent: Monday, August 01, 2005 3:57 PM
To: William Caton
Subject: FW: Docket #02-295

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Federal Communications Commission
Office of the Secretary

Ms. Dortch,

I am writing you in hopes of a little sympathy regarding the above docket.

I run a little AM station in the same parish where it appears another station is proposed, 104.1. I am more than a little concened as this is simply allowing the corporate giants another foothold. We struggle in our community to stay on the air and provide a service that we all did 30 years ago, "IN THE PUBLIC INTEREST". Our little station carries girls softball, boys baseball, football, summer league ball, parades, council meetings, high school plays and the list goes on. KKAY is truly "LOCAL" radio. locally owned and operated. We stay afloat because of what we do and the last thing we need is another radio station in the Baton Rouge - New Orleans Metro's.

The overlap here from B.R. & N.O. is horrible. We used to have an FM here but it was sold to Guaranty Broadcasting and the studios moved to B.R. The proposed FM will go to B.R. also, that is a given. We try so hard here and it is good to be a vital part of our communities on the west and east banks of the Mississippi. We can't even get a low power to supplement the AM and yet the big money will get it's way with a full blown FM that isn't needed. I would certainly enjoy speaking with you about this problem because it is not just here but in many areas of this great country. I just recently returned from Chattanooga where a 265 team World Series Softball tournament was held. KKAY was the only radio station there carrying games. A gentleman from Pittsburg, Pa was so excited that he spent hours calling people letting them know that this little corn popper station was carrying softball on the radio and I might add we web cast also. We checked the web site and listners began showing up all over the world for the games. KKAY is what radio is all about and yet we still get beat and kicked by the big money. I have said and written that the Commission should allow us little guys low power FM's, simulcast only, 100 watt max., cannot be transferred / sold without the AM and can never be a stand alone, AM goes off so does the FM. The webcast has helped us a lot in bad weather at night (67 watts) to cover our area. Not ONE B.R. station provides 1/10 the weathe coverage we do. I have challenged people to scan the dial in bad weather and see what station serves in the public interest. During one storm I never left the control room, except for obvious reasons, for 76 hours. This is mom and pop stuff except there is no mom, just me and my 82 year old father, some volunteers and my dog Matilda.

Well anyway, we don't need another station here, no matter what smoke screen is that the big money is putting up. The station probably won't hurt me too much because it is below the dignity of the big money to do what we do. It's just the point of another station in an already saturated market that continues to fragment radio and make us who try hard look bad.

I go on record opposing any additional station in the market and smoke screen attempt to move one here. Most of us little guys do what we do because we love radio and our communities. The bottom line is important and we do make ends meet, somehow. The mandates for overpriced equipmen, digital, EAS etc. makes it difficult. Think of the millions spent on AM stereo, 4 channel, Conelrad, EBS now EAS and digital. The old EBS worked fine, the new EAS is a miserable failure and the thought that more expensiver equipment will fix it is absurd. I listened to digital on my recent trip...NOT IMPRESSED at all, besides I hear in ANALOG not DIGITAL. This will be a mandate that will ultimately kill us little guys as well as the EAS baloney. The problem with EAS is that the big money keeps trying to convince the commission that all will be better with new equipment when in reality all will be better when the big money quits totally automating, moving control points and reducing staff in the name of the bottom line.

I really hope you read this as I think there are still some good days ahead for radio but we need your help. What we need is so simple and can be achieved if we don't make mountains out of mole hills.

I will thank you in advance for your time and will continue to pray for our president and , yes. I pray for the commission that there will be help for us some day.

Sincerely,
Harry Hoyler
KKAY

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